



DON'T TRASH CALIFORNIA



P R O J E C T
Pollution
P R E V E N T I O N



1 (888) CLEAN LA

As part of our advertising, 120 billboards were placed throughout LA County in late November and early December 2005.

Campaign advertising makes a big impression

The results of our latest campaign advertising are in! The placements during 2005 included television, radio and print advertising, as well as billboards placed throughout the County, for a four-week period in late November and early December 2005. Overall, this advertising garnered more than two billion impressions!

Plans are now underway for the 2006 campaign advertising, which will again include television, radio and billboards, as well as a partnership with the Los Angeles Dodgers baseball team. 💧

Countywide survey results show behavior change

The results of the countywide survey conducted in December 2005 indicate that the campaign's messages about specific types of litter/pollution appear to have made an impact on county residents. Additionally, the results show that residents' concern with water pollution and pollution in neighborhoods has remained at a moderate level, and that most residents consider themselves to be knowledgeable about water pollution and its effects on the environment. Some additional key findings from the survey include:

- Overall, 94 percent of respondents reported a willingness to change polluting behavior — possibly the highest percentage in the nation; specifically, the data shows a 12 percent increase among Neat Neighbors and Rubbish Rebels, and an 8 percent increase among Fit It Foul-Ups.
- 50 percent of respondents say they have

actually changed some of their polluting behaviors during the past five years.

- Only 8 percent of respondents reported having recently dropped litter on the ground or out a car window — down from 13 percent in 1997.
- Only 6 percent of Fix-It Foul-Ups reported having recently dropped a cigarette butt on the ground — a significant reduction from the 20 percent reported in 1997.
- Only 10 percent of Rubbish Rebels reported having recently thrown something down the gutter or in a storm drain — also a significant reduction from the 38 percent reported in 1997.
- 39 percent of respondents reported that campaign messages successfully build a link between targeted behaviors (throwing debris in streets and storm drains) and the consequence of ocean pollution. 💧

Did you know...

- According to the Earth Resource Foundation, the current projected annual cost to public agencies in California for litter prevention, cleanup and disposal is \$375.2 million. State agencies will collectively spend in excess of \$72 million annually just to collect and dispose of cups and bags.

- Research indicates that litter comes from seven primary sources: pedestrians, drivers, household garbage cans, commercial dumpsters, construction sites, loading docks and uncovered truck loads.

(Source: Keep California Beautiful, "Litter and its Impact on California and its Cities," www.keeptocaliforniabeautiful.com)

- According to the California Department of Transportation, the number one item found along California freeways is cigarette butts.

(Source: California Department of Transportation, "Please Don't Tarnish the Golden State," www.dot.ca.gov/dist07/trash_in_bins/trash_bin.suf)



Cigarette butts are the number one littered item.

Copermittee SPOTLIGHTS

Rolling Hills Estates

The city of Rolling Hills Estates distributed "Don't Trash California" items, including car air fresheners, litter bags and pencils at their Peninsula Street Fair in early June. They also demonstrated the problem and local impacts of stormwater pollution for attendees with the use of a watershed model.

Santa Fe Springs

The city of Santa Fe Springs distributed Project Pollution Prevention Bags on Board as part of their annual Dog Licensing Renewal effort and rabies vaccine clinic. Additionally, the city distributed other campaign items and conducted a watershed model demonstration at a local elementary school in May.

Cities take advantage of County's Best Management Practices training for restaurants and gas stations

For the first time in the history of

the County's stormwater campaign, BMP trainings were coordinated in collaboration with copermittee cities. The first training was conducted on behalf of the cities of Beverly Hills, Culver City and West Hollywood. The two hour workshops include a PowerPoint presentation, watershed model demonstration, inspection role-play and spill cleanup demonstration. All restaurant/RGO participants receive campaign materials including a mop bucket, pencils, tip cards and BMP posters (in English and Spanish) as well as a \$20 Target gift card.

The following trainings have been conducted in 2006:

| Date | Cities | Focus |
|-------------|---|--------------------|
| January 24 | Beverly Hills, Culver City, West Hollywood | Restaurants & RGOs |
| February 22 | La Mirada, Lakewood, Downey, Cerritos | Restaurants & RGOs |
| March 30 | Palos Verdes, Palos Verdes Estates, Rolling Hills Estates | Restaurants only |
| April 25 | La Mirada, Cerritos | Restaurants & RGOs |
| May 16 | Redondo Beach, Hermosa Beach, Torrance, Manhattan Beach | Restaurants only |

Calendar of Upcoming Events

| <i>Date/Time</i> | <i>Event</i> | <i>Location</i> |
|---|--------------------------|---|
| Saturday, July 29 9 a.m. – 3 p.m. | HHW/E-Waste Collection | Citrus College, Stadium Parking Lot Barranca Ave. N of Alosta, Glendora |
| Saturday, July 29 9 a.m. – 11 a.m. | Smart Gardening Workshop | Schabarum Regional Park 17250 E. Colima Rd., Rowland Heights |
| Saturday, July 29 9 a.m. – 11 a.m. | Smart Gardening Workshop | Dr. Richard H. Rioux Memorial Park 26233 W. Faulkner Dr., Stevenson Ranch |
| Saturday, August 5 9 a.m. – 3 p.m. | HHW/E-Waste Collection | Rio Hondo College, Parking Lot A 3600 Workman Mill Rd., Whittier |
| Saturday, August 5 9 a.m. – 11 a.m. | Smart Gardening Workshop | Topanga State Park 20829 Entrada Rd., Topanga |
| Saturday, August 12 9 a.m. – 11 a.m. | Smart Gardening Workshop | Adventure County Park 10130 Gunn Ave., Whittier |
| Saturday, August 12 9 a.m. – 3 p.m. | HHW/E-Waste Collection | Santa Anita Race Track Gate 6 Colorado Pl., Arcadia |
| Saturday, August 19 9 a.m. – 11 a.m. | Smart Gardening Workshop | Rancho Santa Ana Botanic Garden 1500 N. College Ave., Claremont |
| Saturday, August 26 9 a.m. – 11 a.m. | Smart Gardening Workshop | Two Strike Park 5107 Rosemont Ave., La Crescenta |
| Saturday, August 26 9 a.m. – 3 p.m. | HHW/E-Waste Collection | Washington Mutual Property 5050 Commerce Dr., Baldwin Park |
| Saturday, September 9 9 a.m. – 3 p.m. | HHW/E-Waste Collection | Lynwood City Streets Butler Ave. & Bellinger St. (Enter on Alameda) Lynwood |
| Saturday, September 9 9 a.m. – 3 p.m. | HHW/E-Waste Collection | Burbank Fire Department Training Center 1845 Ontario St., Burbank |
| Saturday, September 16 9 a.m. – 3 p.m. | HHW/E-Waste Collection | LA County Department of Public Works 900 S. Fremont Ave., Alhambra |
| Saturday, September 16 9 a.m. – 2 p.m. | HHW/E-Waste Collection | South Pasadena Unified School District District Headquarters Parking Lot Diamond Ave. & Mission St. (Enter from Diamond Ave.) South Pasadena |